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WIP

N3 UXR Strategy

Overview and approach

May 5, 2020



go/n3-uxr-strategy

go/n3-uxr-strategy-doc

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[REDACTED]@google.com
Arne de Boij, 9/9/2020

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Narnia 3 - Mission



The mission of the Narnia 3 program is to create a unified, cross-product, **consent framework** that focuses on three key elements:

1. **People:** intuitive to our users 
2. **Regulation:** compatible with the principles of GDPR (and other expected legislation)
3. **Business:** and enables Google to build innovative, AI-first products

Why is 'intuitive' consent important?



NO SURPRISES

If users' **expectations** about what data will be collected and how it be used by Google match the **reality** of what Google actually does, users will not be (negatively) **surprised** when they encounter outcomes of data usage (e.g. ad personalization)



INCREASED TRUST

We know trust is hard to build and easily lost. **Expectations** are a key aspect of trust - if we behave (reality) as users expect - trust will be build. If we are perceived to behave different from what users expect, trust can be lost.



GOOD FOR BUSINESS

If users trust Google with their data, they are more inclined to opt-in to requests for data collection and usage. This ultimately leads to a more positive business result.

Narnia 3 - Product strategy



We need two tracks because a sustainable, long-term solution will take significant time to develop:

- Some current data practices and settings were not designed for the level of prominent explanation / consent regulators expect
- Current settings are complex, inconsistent across properties, interdependent, and in some cases overlapping

Track 1

Demonstrate progress to regulators by updating consent experience for existing settings - both Auth and UnAuth

Track 2

Develop sustainable, long-term equal value exchange solution (likely on a per-product basis)

Aka [N3 Northstar](#)

Narnia 3 - Key product decisions



As part of this, the team is looking towards making several [key product decisions](#)*

1. **When?** Where and when do we ask for consent? During account creation? Later during account usage? Both? During first-use?
2. **How?** What framing makes the most sense to users? What design pattern maximizes both engagement and comprehension?
3. **X-Google?** Do we ask X-Google or ask for each product separately?
4. **Ads only?** Do we ask for Ads Only or Ads + Product at same time?

* Applies to both Auth and UnAuth (also in [product options framework](#))

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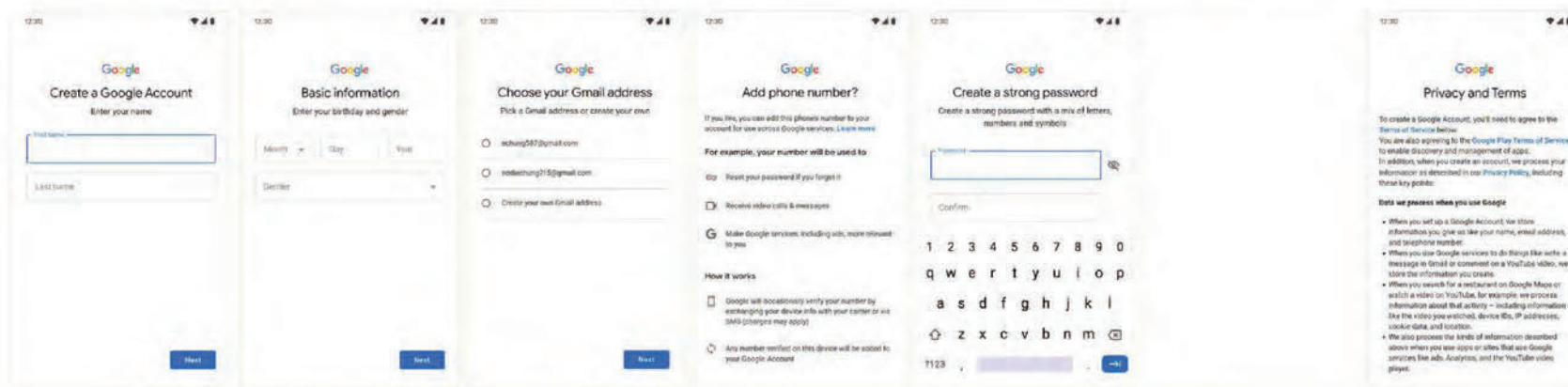
product options framework

Background

Historically we have presented x-product personalization in account creation using an opt-out model. For compliance purposes, this will switch to an explicit, affirmative choice model.

This deck documents discussions and experiments driven by the cross-functional ads & pdpo team.

p13n opt-in



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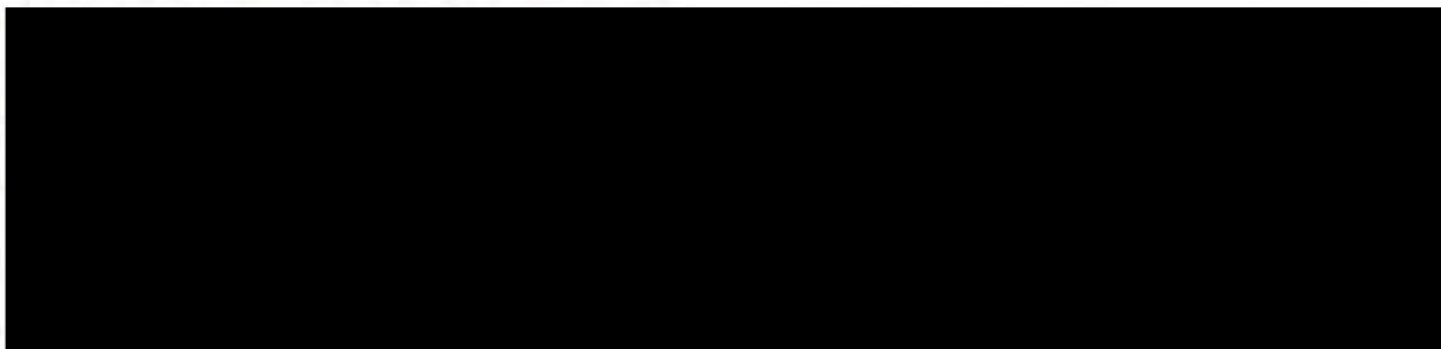
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Narnia 3 - Key teams



As N3 is a X-Google program, there are multiple product & non-product teams involved. Each has several key stakeholders

Here are a few of the key teams we as UXR have to partner with:



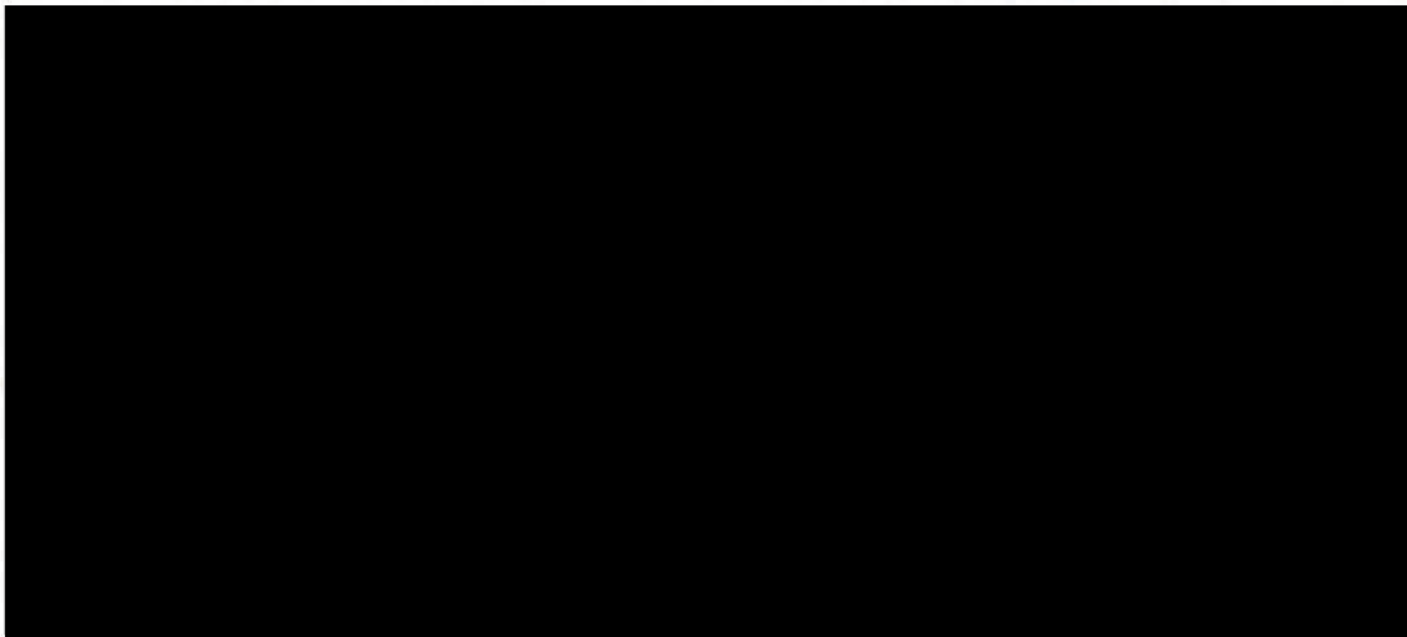
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N3 UXR strategy - Summary



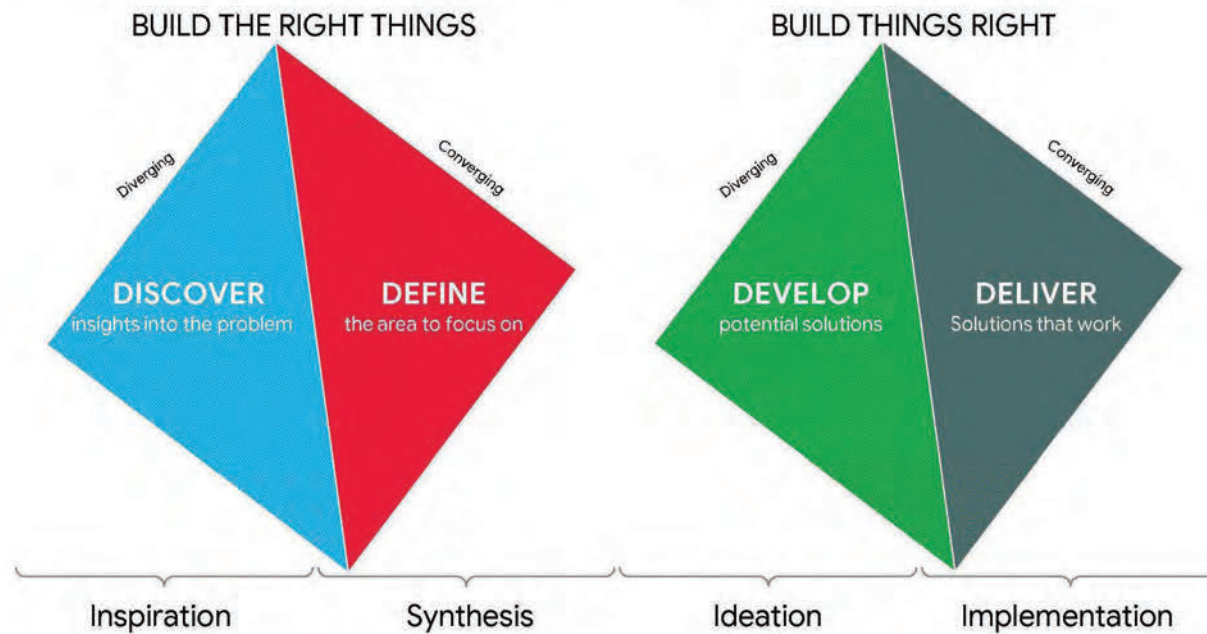
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Product design life-cycle



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UXR in the product design lifecycle

BUILD THE RIGHT THINGS
Strategic

BUILD THINGS RIGHT
Tactical

DISCOVER

Help the team **understand**, rather than simply assume, what the **problem** is, who the **target audience** is, what they **need** as well as help uncover **opportunities**.

DEFINE

Insight gathered from the discovery phase help to **define** and **prioritize** the **challenge** and the area to **focus** on in a different, more specific, way

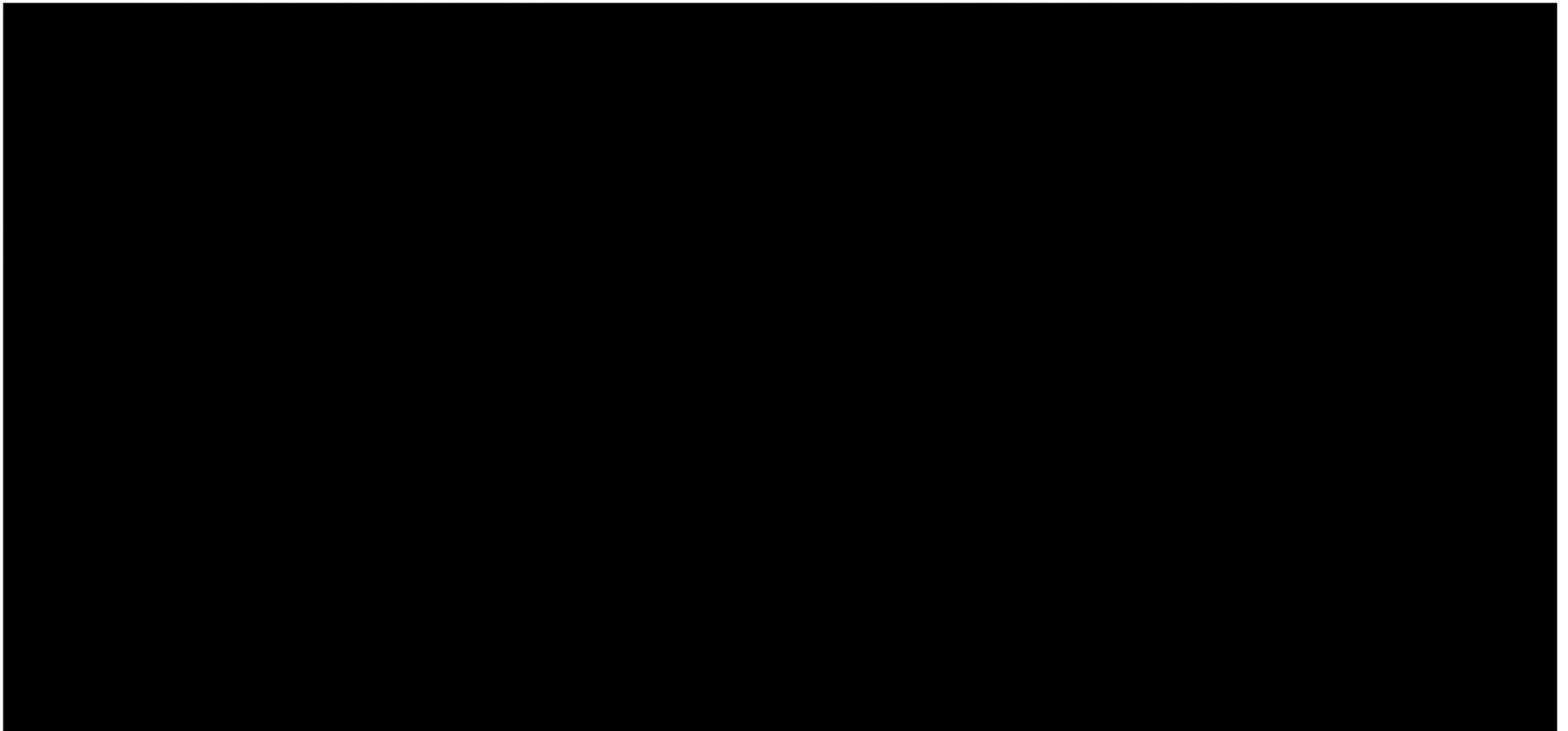
DEVELOP

Research informs **definition** of a wide range of **potential solutions** to the clearly defined problem, seeking **inspiration** from elsewhere and co-designing with a range of different people

DELIVER

Research help make **critical** and **detailed product decisions** before launch, understand current use and provide suggestions for future iterations

N3 Research channels (simplified)



N3 Research areas

ENGAGEMENT

Focuses on understanding **how** people behave when they engage with a e.g. consent pattern.

Some of the research questions we aim to answer for this area are:

- What choices do they make?
- How long do they need to complete a page or flow?
- Do they look for more information?

SENTIMENT

Focuses on understanding how the product experience influences a person's sentiment

Some of the research questions we aim to answer for this area are:

- How do people feel about Google? Do they feel in control? Do they trust Google?
- What effect does the product experience e.g. consent have on people's feelings towards Google?

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COMPREHENSION

focuses on understanding if people comprehend the product experience they're presented with and the effect of the actions they take

Some of the research questions we aim to answer for this area are:

- Do people understand the choice they're being asked to make?
- What are their expectations about the effect of their choice?

USABILITY

Focuses on understanding if people can interact efficiently and effectively with the product experience e.g. consent.

Some of the research questions we aim to answer for this area are:

- Can people discover the entry-point for e.g. a consent?
- Can people easily complete a flow?
- Do they perceive the experience to be easy to use?

MOTIVATION

Focuses on understanding **WHY** people behave, believe or feel a certain way. This applies to all 4 main research areas

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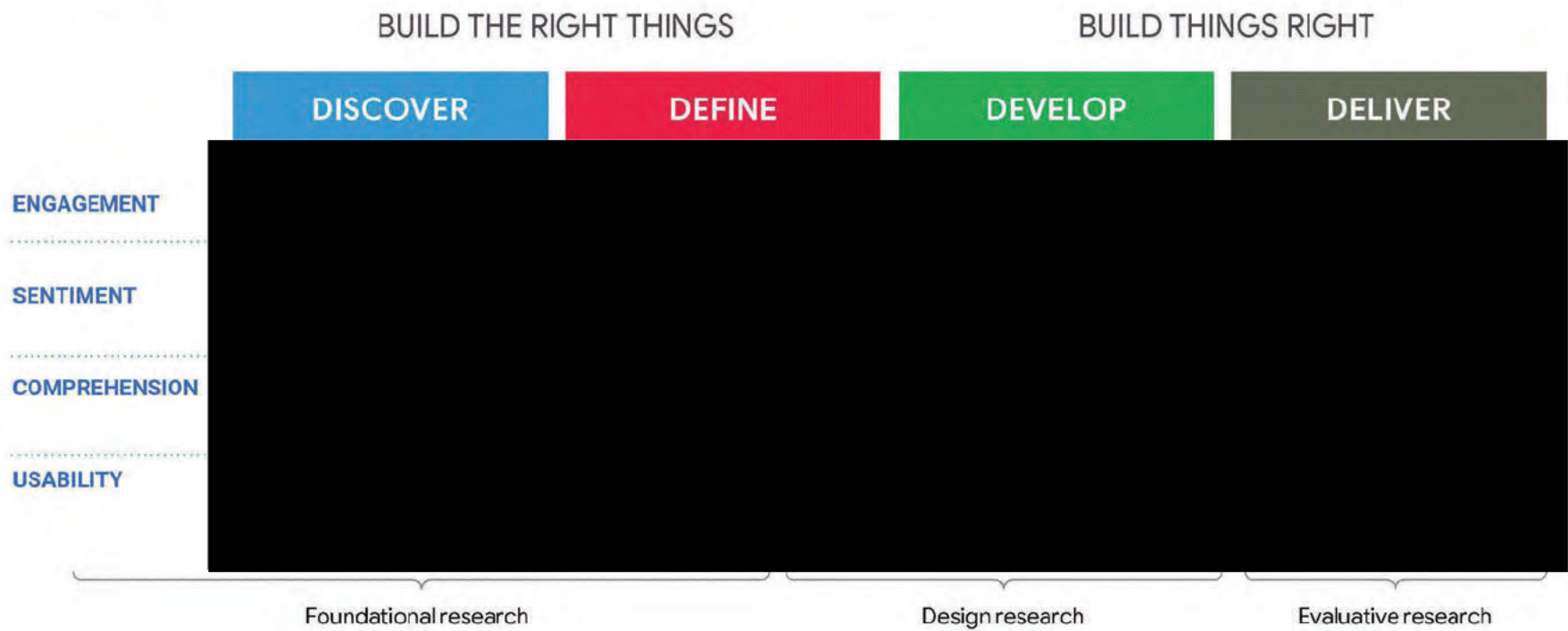
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- 2 [REDACTED]@google.com wondering if your idea about simplicity and brevity partly falls into comprehension - can people easily understand what is written - in usability - can people complete a task in a reasonable amount of time and do they perceive it to be easy
- not sure how to weigh each of these parts though
Anne de Boijf, 4/3/2020
- 1 +1 on comprehension. It would be my understanding as well that brevity in writing (or simplicity) is one of the instruments we apply to improve comprehension. There are tons of other instruments.
Robert Brauer, 4/3/2020

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N3 Research channels and research areas (approx)



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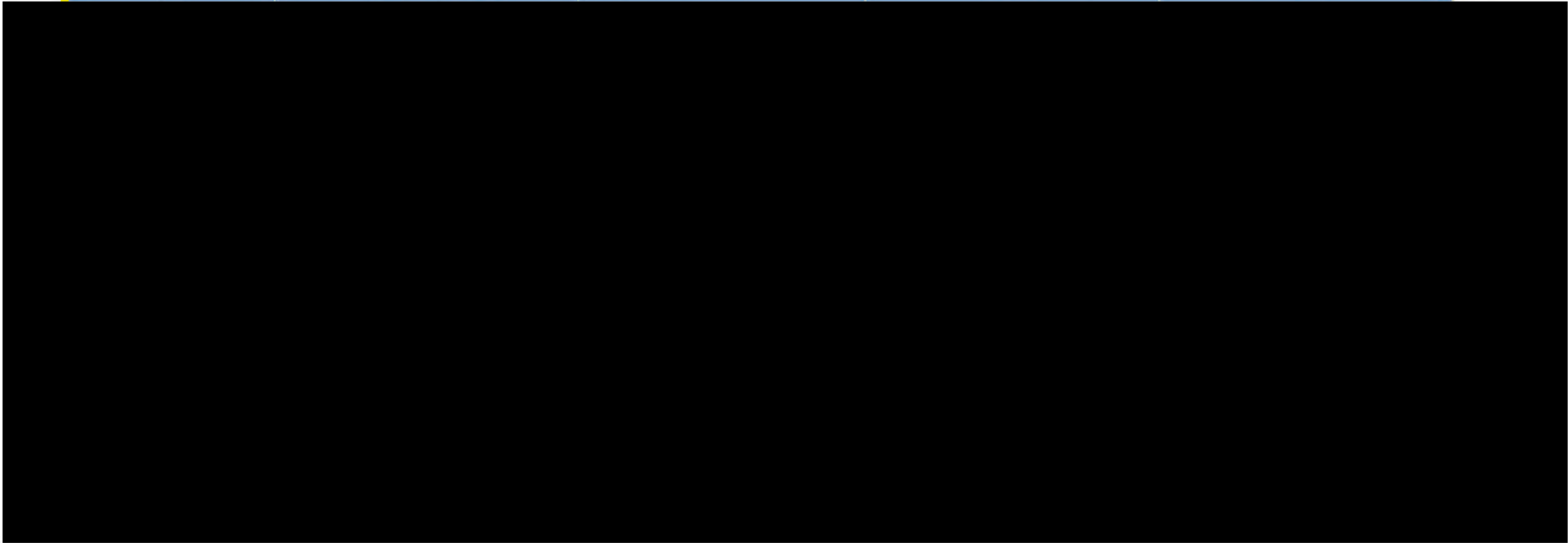
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Auth - primary workstreams

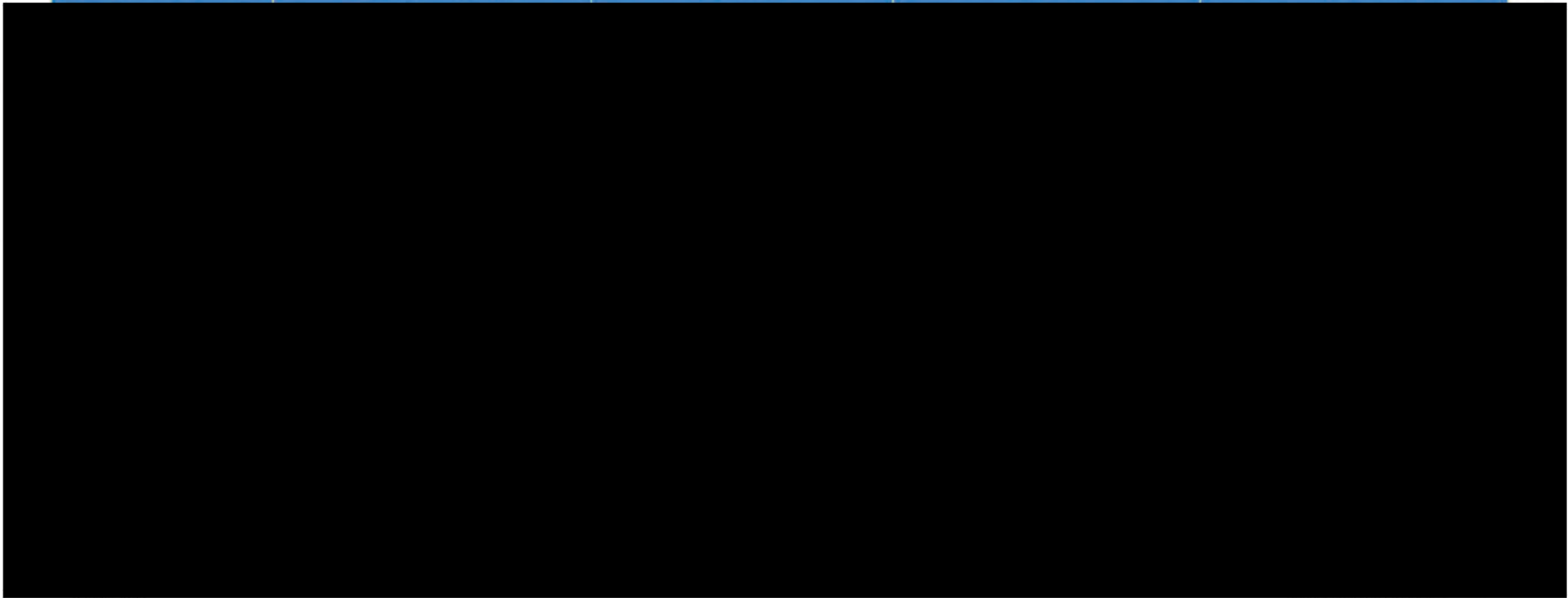
Workstream	April - May	June	July	Q3-Q4
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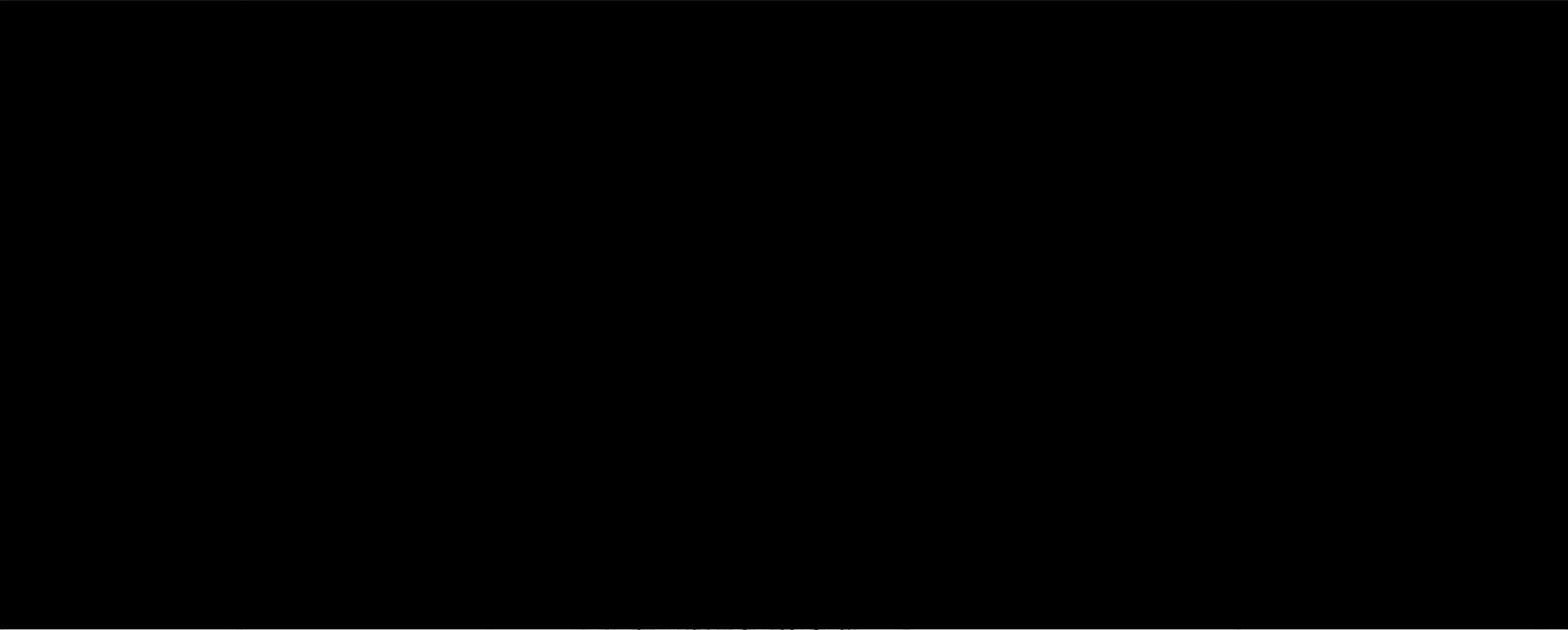
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Workstream	April - May	June	July	Q3-Q4
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X-N3 - primary workstreams

Workstream	April - May	June	July	Q3-Q4
				
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Staffing & UXR partnerships

PDPO UXR

- Arne de Booij - N3 UXR strat, Auth, UnAuth
- Steve Hamilton - N3 Comprehension
- Diogo Marques - N3 Auth optimizations
- Manya Sleeper - N3 UnAuth (until eo Q3)
- ~~Hanna Schneider (TVC until June 10)~~

Ads UXR

Deep collaborating on Treader, Pinecone, consent prioritization

- Ben Zhang - Quant UXR
- Sonam Samat - Qual UXR

UXR partnerships

Communication & collaboration where needed

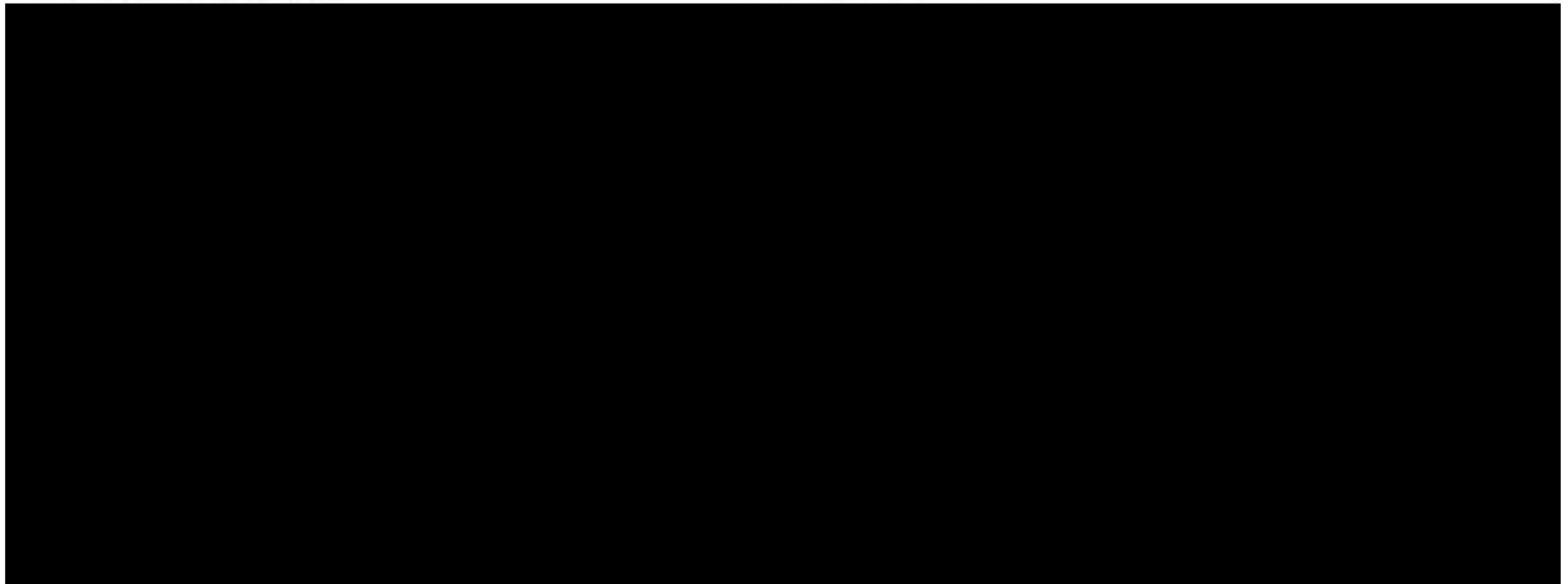
- YouTube
 - Josh Lewandowski - UXR manager
- Search
 - David Akers
 - Brenda Chen
 - Paree Zoralia
 - Joe Paxton
- Footprints
 - Nava Zokaei

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Stats - Aug 19

Pinecone research for N3

Treader research for N3

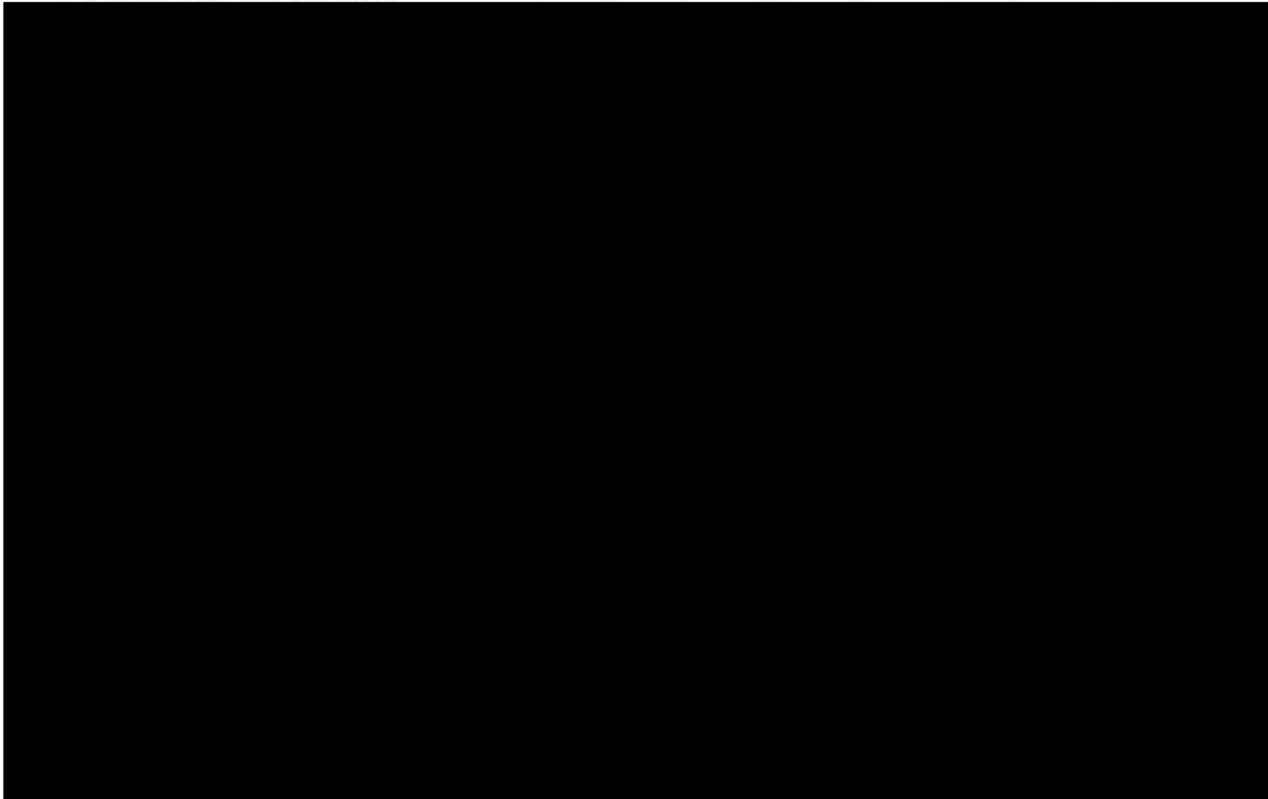


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N3 reports

Pinecone research for N3



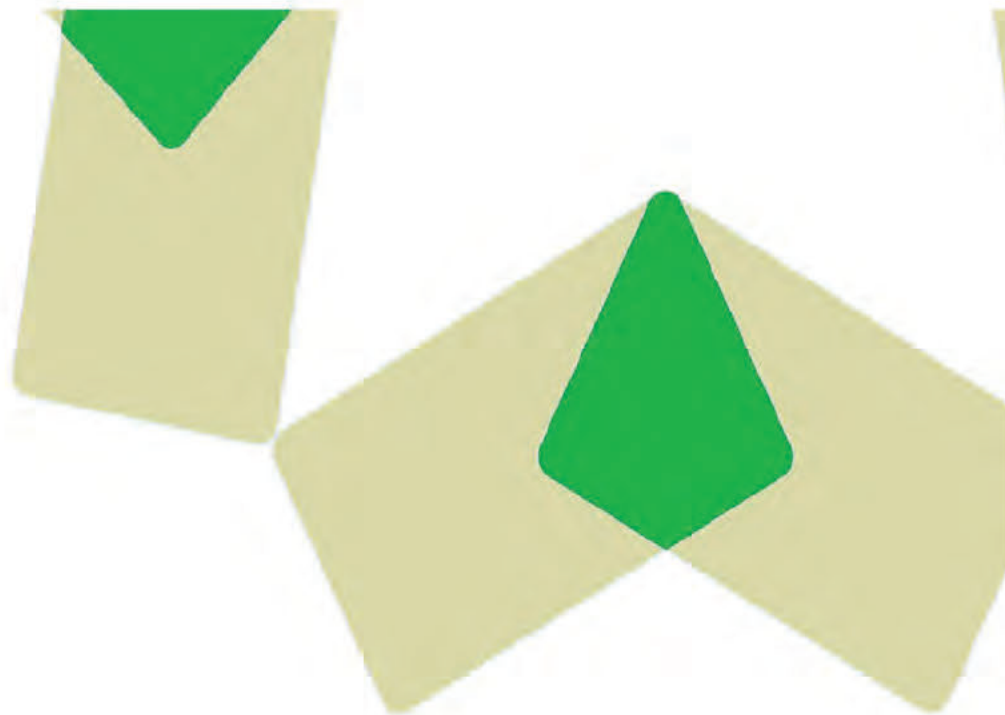
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In progress

Processes

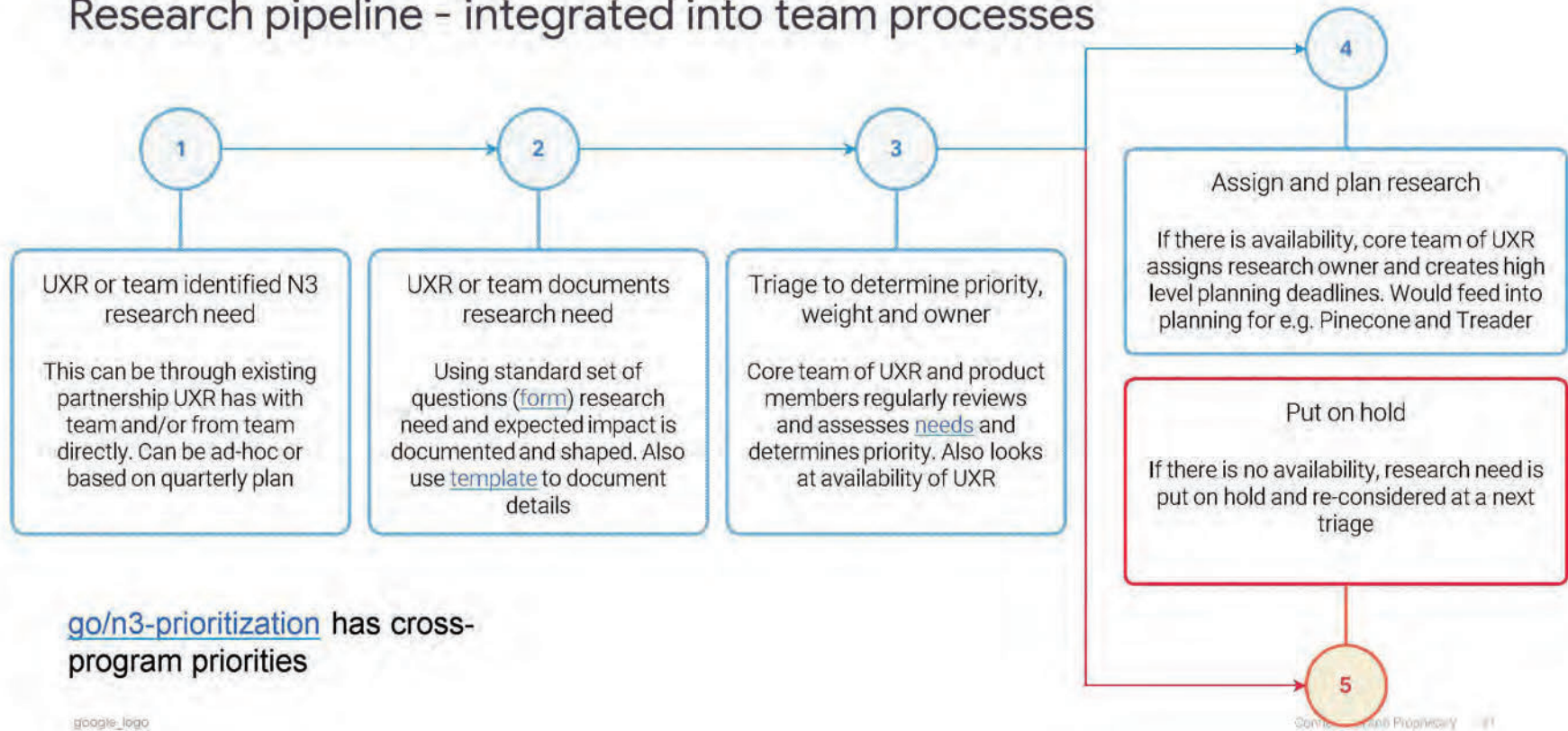


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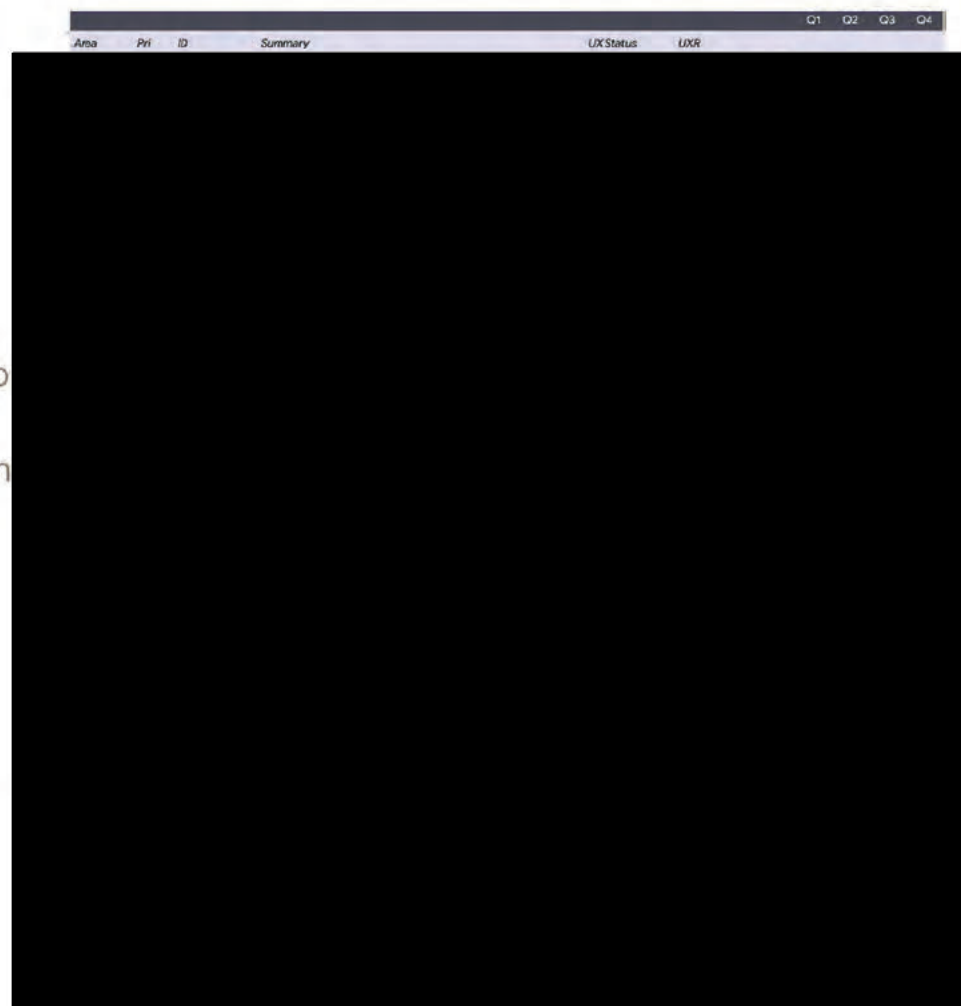
Research pipeline - integrated into team processes



N3 UXR Roadmap

- Work is tracked and estimated centrally through Buganizer (pulled into [sheet](#))
- Single source of truth provides visibility to partners, reduce overhead
- Also used for estimation and prioritization discussions

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Prioritization

4 Responsible

- N3 UXR lead: adebooij@
- N3 PM lead: suneeti@

Accountable

- N3 PM manager: gregfair@

Consulted

- PM owner(s) for request
- UXR & UX contact for requesting team
- PDPO lead: miraglia@ (for prioritization between different areas)

Involved

- N3 product stakeholders
- PDPO UX stakeholders

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Prioritization factors

To determine priority, we will evaluate a request by two main factors

1. **Business impact (Small / Medium / Large)**

- Is the research request directly related to a high pri OKR for the requesting team?
- Is there a key regulatory decision that needs to be made?

2. **User Impact (Small / Medium / Large)**

- Is there a set of clear action items based on the findings from the user research?
- What is the expected size of the impact?
- Does the team have time to react to the outcome before launch?
- Where in the product cycle is the research going to impact?
- Is the outcome impacting strategic decisions or tactical decisions?

document and properties

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3

add working group x-pa

Arne de Boij, 3/26/2020

4

communicating priorities across

Arne de Boij, 3/26/2020

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██████████@google.com added Eric here. For quant I had to get him involved and will need his input again how to balance resources across workstreams (N3, Staples, ...)

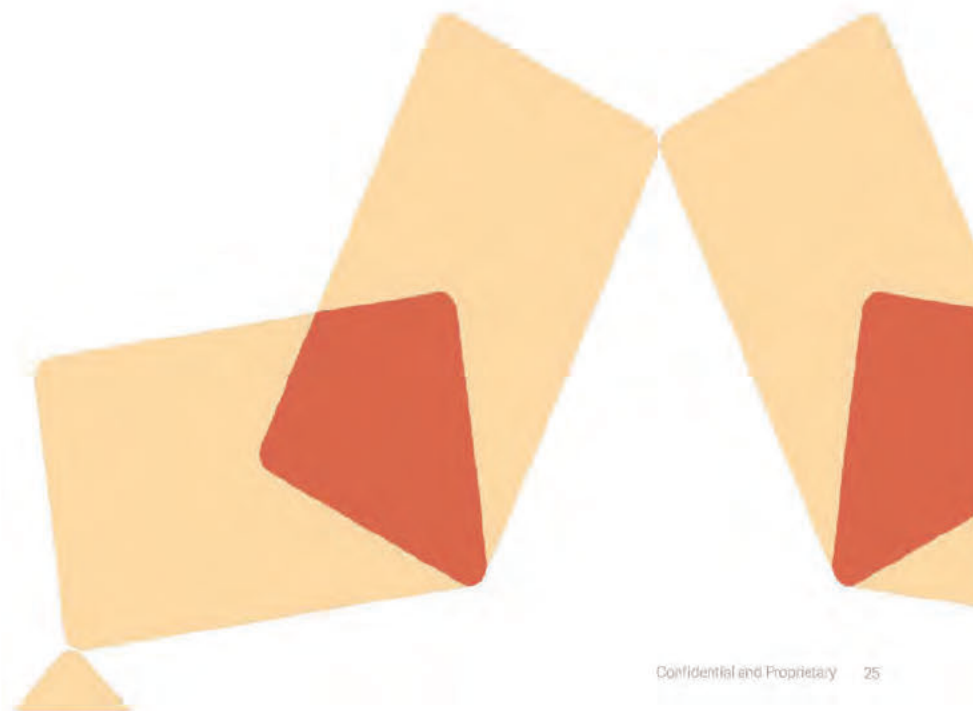
Micha Segeritz, 4/15/2020

Comms

- Website: go/n3-uxr
- Regular newsletter to n3 and n3-uxrs
- Weekly UXR meeting with N3 UXRs from partner teams
incl. read-outs
- ...

Research channels

Details



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Treader



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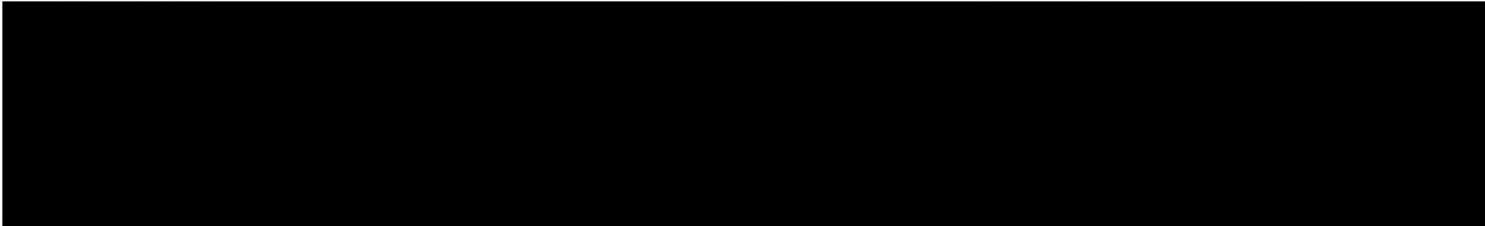
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Pinecone - Lab

Goals

- Provide insights to help product teams create and iterate on concepts
- Increase Googler empathy for user sentiments & comprehension towards a concept
- Increase cross-team and cross-PA collaboration

Approach



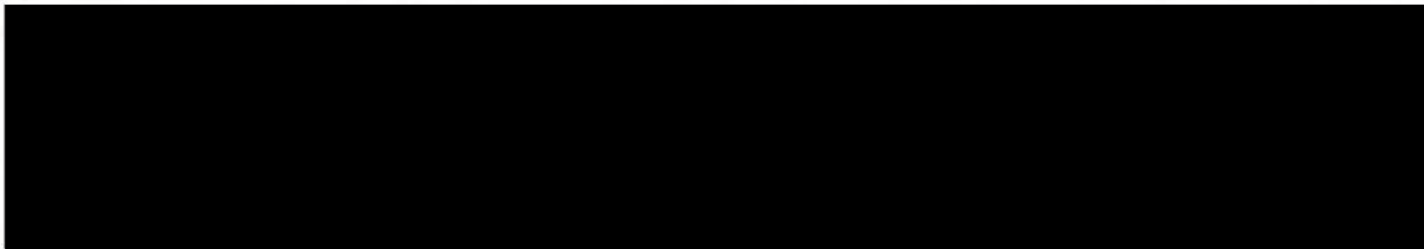
More details at go/pinecone-2020

Pinecone - Field

Goals

- Provide insights to help product teams discover and define product opportunities
- Increase Googler empathy for user sentiments & comprehension around Google and their business model
- Increase cross-team and cross-PA collaboration

Approach



More details at go/pinecone-2020 go/wollemi

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Comprehension research

Goals

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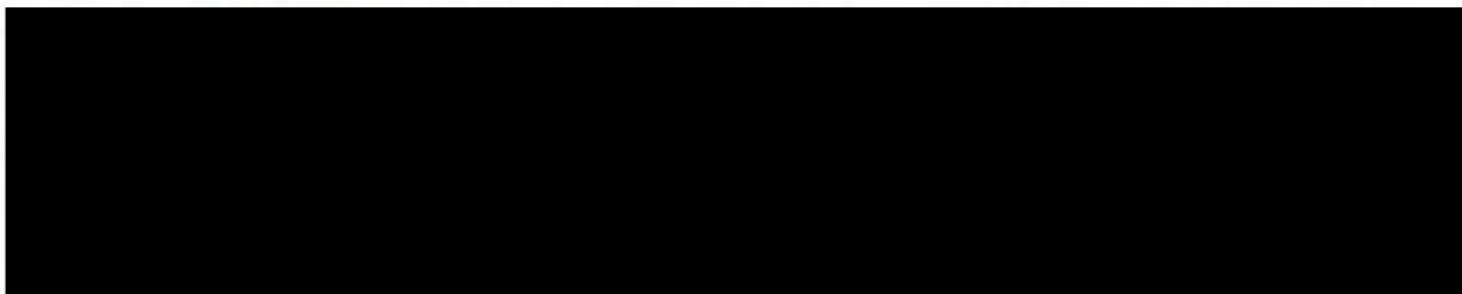
Approach

[REDACTED]

More details at [go/n3comp_prop](https://n3comp.prop)

N3 Live experiment (auth & unauth)

Goals



Approach



More details at [go/n3:experiments](#) [Unauth Experiments](#) [Auth Experiments](#) [N3 experiments policy doc](#) [go/n3-okrs-2020](#)

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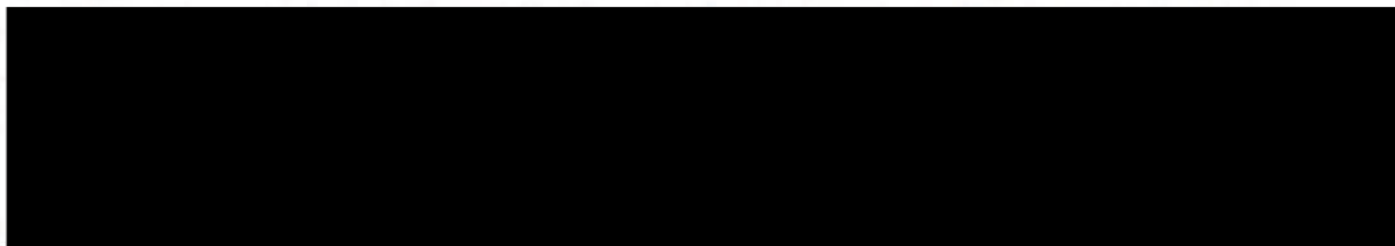
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N3 Foundational research

Purpose

- Understand people, their needs, their context
- Uncover opportunities, inform product direction

Methods



Projects



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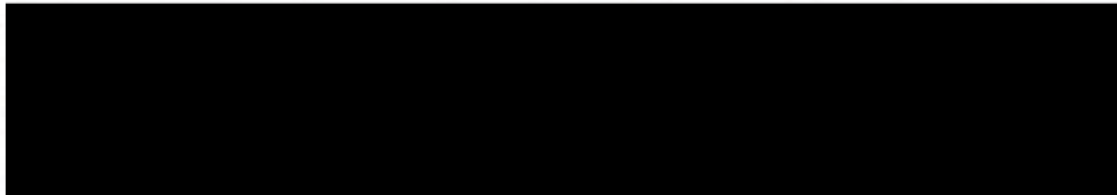
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N3 Design research

Purpose

- Explore and iterate on design concepts
- Converge to an ideal solution
- Choose interaction model/navigation, information architecture, Reduce usability issues

Methods



N3 Evaluative research

Purpose

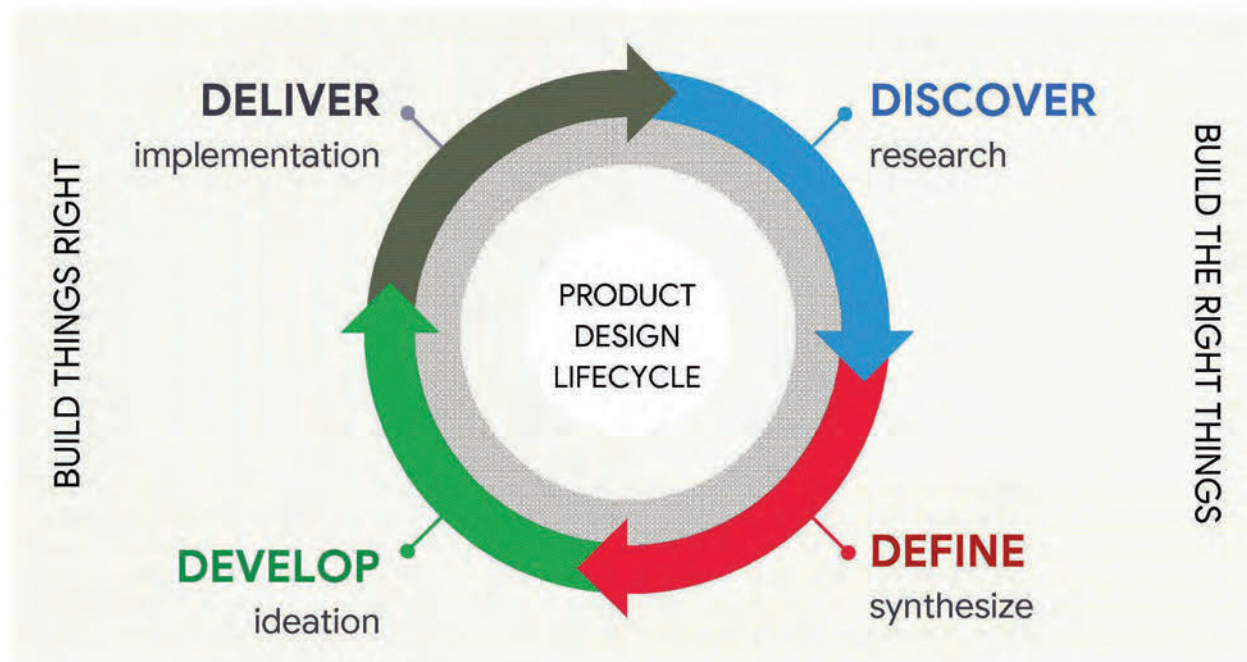
- Test how the product performs live, against key metrics
- Help make critical and detailed product decisions before launch, understand current use and provide suggestions for future iterations

Methods



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Product design lifecycle

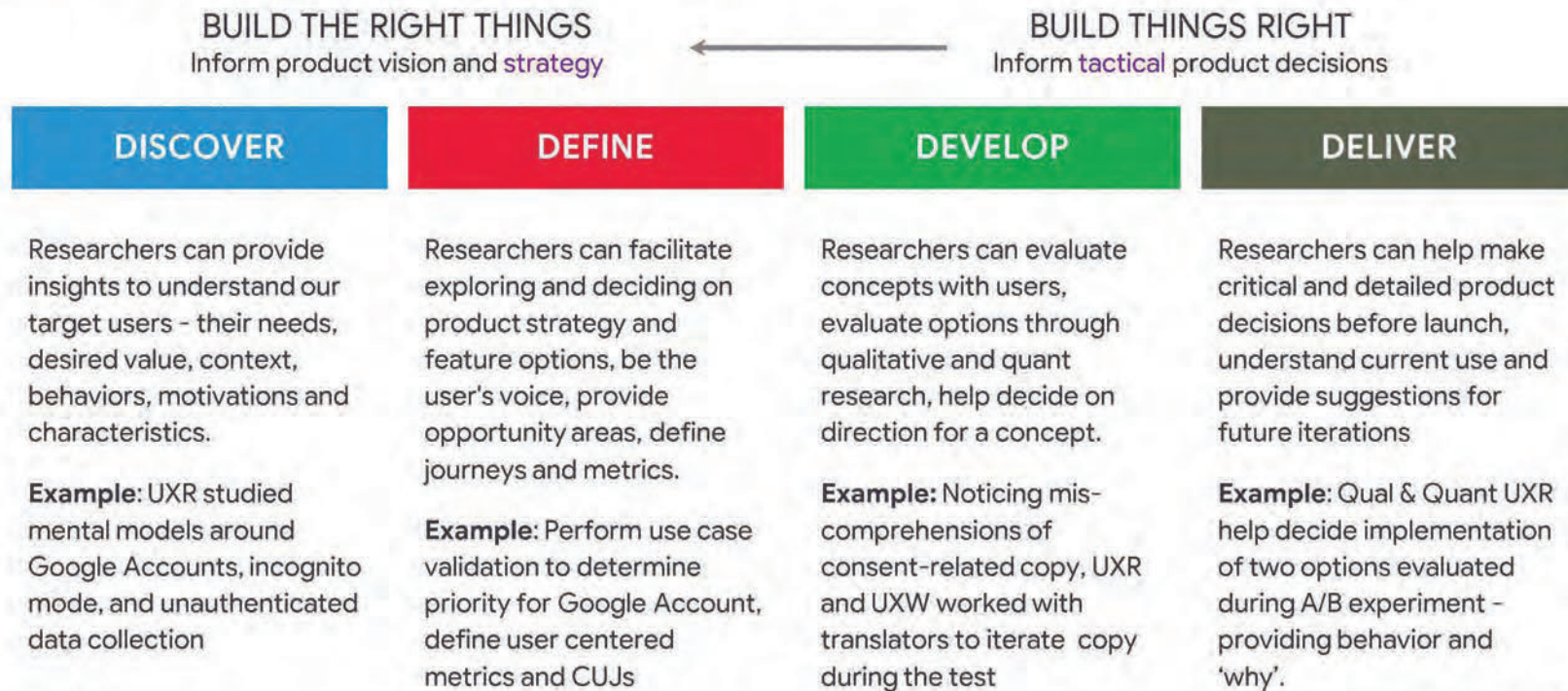


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UXR in the product design lifecycle



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